



CANADIAN ASSOCIATION OF
SNOWBOARD INSTRUCTORS

2023-24 SEASON UPDATE

DEAR RESORT PARTNERS,

With another off-season wrapping up, we're happy to provide you with an update regarding snowboard instructor program changes, as well as industry support initiatives that we've been working on over the past months.

We truly value the relationship that we have with our resort partners, and one of the main driving factors in our decision-making year-to-year is how we can provide more value to the industry as a whole. We appreciate the time taken to provide your feedback on areas we can improve, as this is an on-going focus for us.

STRATEGIC PLAN 2023-2026

Over the past year, we have embarked on an updated strategic planning project, and we are happy to provide our updated [2023-2026 Strategic Plan](#) for you to review. As part of this exercise, we have updated our Mission & Vision statements:

OUR MISSION

To inspire the world's best snowboard instruction.

OUR VISION

To be the global leaders in instructor education, innovation and professional development that is synonymous with a thriving, diverse and accessible snow sports industry.

A key aspect of this new strategic plan is our "Three Trails of Excellence" concept, which centres on our top 3 strategic objectives for the coming years:

1. **Refinement of course and program development**
2. **Optimizing member relations and member development**
3. **Enhancing industry relations and development**

A key part of this plan is our commitment to enhancing and developing the snow sports industry as a whole, so that we can work towards achieving that "thriving, diverse and accessible snow sports industry" in Canada.

In the coming months, we'll be embarking on a plan to develop a Snow Sport Industry Forum, with the goal being to provide an avenue for all of CASI's user groups and stakeholders to have their say into the challenges and opportunities that snow sports instruction and participation are facing today.

UNDER THE TABLE TEACHING

It's no secret that under the table, or unauthorized instruction is a trend that we've seen grow over the past couple years. We understand the concerns of the resorts, and we also recognize the issues that are created when CASI members choose to undertake this practice. And, we're committed to supporting your operations however we can to try to minimize this.

While it is an issue that is very difficult for CASI to monitor and police, over the last year, we have implemented a couple of changes to help to support this effort in the form of member education:

- **Increased member education during certification courses:** All new CASI instructors are educated on what is and isn't allowed as a certified snowboard instructor and why it's crucial that any teaching is done in a legal and authorized way, in cooperation with the resorts. Existing CASI members are also reminded of these requirements via our yearly member update programs. This year, we will be directing all course Evaluators to pay special attention to this on Level 1 courses at the conclusion of the training.
- **Updated member Code of Ethics:** All CASI members must follow our Member's [Code of Ethics](#), and as part of our strategic planning project this code has been updated to reference some of these challenges. By requiring each member to read and agree to this code yearly, it provides CASI with a tool to uphold the standards of behaviour we expect of all members, and to enforce consequences if need be.

I can assure you that you have our support on this issue, and we're willing to assist however we can.

NEW! RESORT SUPPORT PILOT PROGRAM

As an association, CASI exists to help provide resources to the snow schools, and in that light I'm happy to announce a new pilot program for the 2023-24 season – our Resort Support Pilot Program (RSPP). As its name suggests, this program has been put in place to help support the recruiting and training challenges of your snow schools, as well as to address a few main objectives:

- Encourage, support and value instructors actively working in the industry;
- Help snow schools to train and recruit returning and experienced staff;
- Reduce financial barriers for new instructors getting certified, or working instructors furthering certifications;
- Ensure that a healthy partnership continues to exist between CASI and the resorts.

To do this, the RSPP provides two main initiatives to snow school directors / managers for the 2023-24 season:

1) COURSE DISCOUNT CODES

CASI will provide resort-affiliated snow schools with a quantity of course discount codes, for use by both new and experienced snowboard instructors within your team, as a means of reducing the financial barrier that achieving certifications may pose.

Discounts codes are valid for 40% off the cost of a CASI certification program at any location during the 2023-24 season, and may be applied to all CASI certification programs, including Level 1 to 4, as well as Park 1 and 2 certifications at any location across Canada!

Codes will be provided by snow school management to both new and existing snowboard instructors who are either obtaining their Level 1 certification, or looking to further their certification and training. While the implementation details are still being developed, watch for more info to be released regarding code usage and distribution in the coming weeks.

2) MEMBER TRAINING SESSIONS

CASI currently offers a Member Session program to all current members, which consists of access to one free training session each season with subsidized pricing on subsequent training days.

To help provide training opportunities to your snowboard instructors, new for this year – the Member Session program can be customized for your snow school, with a private registration link and training topics catered to your team.

Take advantage of this amazing opportunity to provide a training day for your snowboard instructors with one of CASI's top trainers!

Resort-based Member Sessions will be coordinated through your Regional Coordinator, who will provide a private registration link and access code, and work with you on the training topics, etc.

We hope the RSPP program is one that evolves over time and continues to provide you with access to world-class certified snowboard instructors for years to come.

IN-HOUSE TRAINING & 1-DAY LEVEL 1 EXAM

CASI has provided an in-house training program for a number of years now (known as our 1-day Level 1 Exam program). This program allows you to train your staff for the CASI Level 1 certification over an extended period, and concludes with a single-day evaluation of teaching and technical skills.

We recognize that often schools may not have access to certified CASI Evaluators, and so new for 2023-24, the requirement that resort trainers be current CASI Evaluators has been removed and the program now permits the use of senior instructors, trainers, or past / non-current evaluators to deliver the training. Resort trainers running prep sessions for the 1-day Level 1 exam are asked to attend our early-season Resort Trainer update day to ensure that they are up to date with the current Level 1 content and criteria. This program is offered at a subsidized rate to help with this.

TECHNICAL PROGRAM CHANGES

We have made a number of changes to our certification programs, particularly the Level 3 & 4 Exams and Level 4 Training Course with the separation of the components into individual events, as well as various other technical adjustments. Please visit our web site for [a detailed update](#) on this season's technical changes.

On behalf of the entire CASI team, we wish you all the best this year and we're looking forward to another successful snow season! Please feel free to contact us at any time with any questions, concerns, and feedback.



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